

# **Cashew Nut Snacks Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product (Roasted Cashew Nut Snacks, Salted Cashew Nut Snacks, Unsalted Cashew Nuts, Others), By Application (Household, Food Service, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2019-2029F**

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## **Abstracts**

Global Cashew Nut Snacks market was valued at USD 3.03 billion in 2023 and is expected to grow to USD 3.88 billion by 2029 with a CAGR of 4.27% during the forecast period. The global cashew nut snacks market is experiencing significant growth, fueled by increasing consumer preference for healthy, nutrient-rich snack options. Cashews, known for their high protein, healthy fats, and mineral content, have gained popularity as a versatile and convenient snack. Rising awareness of health and wellness, along with the shift towards plant-based diets, has further boosted the demand for cashew nut snacks worldwide.

Innovative product offerings, such as flavored, roasted, and seasoned cashews, are attracting a broader customer base. Manufacturers are also incorporating cashews into various snack formulations, including trail mixes, energy bars, and baked goods, to cater to diverse consumer tastes. The trend toward clean-label and organic products has led to a surge in demand for sustainably sourced and minimally processed cashew snacks.

### **Key Market Drivers**

#### **Increasing Health Consciousness**

Health and wellness trends have become a cornerstone of modern consumer behavior, significantly influencing the demand for healthier snack options. Cashew nuts, rich in essential nutrients such as protein, fiber, healthy fats, and minerals, have positioned themselves as a preferred choice for health-conscious individuals. Consumers are increasingly seeking snacks that not only satisfy their cravings but also provide tangible health benefits, such as improved heart health, weight management, and energy boosts. For instance, In April 2024, a recent survey highlighted that 32% of adult consumers in the United States identify as 'healthy snackers,' demonstrating a deliberate preference for nutritionally focused food choices throughout the day. This growing consumer preference significantly contributes to market expansion.

Moreover, the shift away from processed, sugar-laden snacks to naturally sourced, minimally processed alternatives has elevated cashew nut snacks to a prominent position in the global snack industry. Studies linking cashew consumption to reduced cholesterol levels and enhanced overall well-being have further strengthened their appeal. This trend is particularly noticeable in developed markets like North America and Europe, where health awareness is already high, as well as in emerging markets, where urbanization and access to nutritional information are increasing.

### Product Innovation and Flavor Diversification

Innovation in product development and flavor offerings is a critical driver propelling the cashew nut snacks market forward. Traditional plain cashews are now being transformed into gourmet and value-added products through roasting, seasoning, and coating techniques. Consumers are increasingly drawn to exotic and bold flavors, such as chili lime, honey mustard, and truffle, which elevate the snacking experience. For instance, Karma Nuts has launched a new line of cashew cookies, offering a healthier snacking option made with organic, sustainably sourced cashews. The cookies are crafted to appeal to consumers seeking nutritious and delicious treats.

In addition to flavors, manufacturers are experimenting with packaging formats and portion sizes to cater to diverse consumer needs. Single-serve packs, resealable pouches, and premium gift boxes are some examples of packaging innovations that appeal to convenience-seeking and premium-focused customers.

Furthermore, the trend toward clean-label products has led to the development of organic, non-GMO, and preservative-free cashew snacks. These products are marketed as being closer to nature, resonating with consumers who prioritize quality and

transparency in their food choices. The incorporation of cashews into multi-ingredient snack formulations, such as protein bars, granola mixes, and baked goods, also contributes to their growing popularity.

## Key Market Challenges

### Supply Chain Complexities

The supply chain for cashew nut snacks is intricate, spanning multiple stages, including farming, processing, packaging, and distribution. Each of these stages presents its own set of challenges that can disrupt the overall supply chain and delay the delivery of finished products to the market.

Raw cashews typically require extensive processing before they are fit for consumption, including shelling, peeling, and quality grading. Most of this processing occurs in countries such as Vietnam and India, where labor-intensive methods are often used. Delays or inefficiencies in processing facilities can create bottlenecks, slowing down production timelines and increasing costs.

Logistics and transportation also pose challenges. Cashews are often transported across continents, and disruptions such as port congestions, shipping delays, or high transportation costs can impact the timely availability of raw materials or finished products. Additionally, the perishable nature of processed cashews necessitates careful handling to maintain quality, adding further complexity to the supply chain.

### Increasing Competition within the Snack Industry

The snack industry is highly competitive, with a wide range of products vying for consumer attention. While cashew nut snacks are growing in popularity, they face stiff competition from other healthy snack options, such as almonds, peanuts, pistachios, granola bars, and dried fruits. These alternatives often come at a lower price point, making them appealing to cost-conscious consumers.

Additionally, the broader snack market is characterized by rapid innovation, with new products and brands entering the scene frequently. For cashew snack manufacturers, staying ahead of trends and maintaining consumer interest can be challenging. This is particularly true in regions where consumer preferences are highly dynamic, and brands must continuously evolve their offerings to remain relevant.

The high cost of cashews compared to other nuts or snack ingredients can also limit their affordability for a wider audience. Premium positioning may attract a niche segment, but it can exclude price-sensitive consumers, especially in emerging markets where cost considerations are a major factor.

## Key Market Trends

### Demand for Plant-Based and Clean-Label Products

One of the most influential trends in the cashew nut snacks market is the growing demand for plant-based and clean-label products. As consumers become increasingly health-conscious, they are gravitating toward snacks that align with their dietary preferences and lifestyle choices. Cashews, being plant-based, naturally gluten-free, and rich in essential nutrients, fit seamlessly into this trend.

The clean-label movement has further elevated the demand for cashew nut snacks. Shoppers are actively seeking products made with minimal ingredients, free from artificial additives, preservatives, and genetically modified organisms (GMOs). Organic cashews and snacks marketed as non-GMO, vegan, and allergen-friendly are particularly appealing to health-conscious consumers.

Additionally, the rise of specialized diets such as keto, paleo, and vegan has driven manufacturers to develop cashew-based snack options tailored to these niches. For example, cashews are being used in keto-friendly snacks due to their healthy fat content and low carbohydrate levels. The overlap between plant-based, clean-label, and functional snacking trends continues to drive innovation in the market.

### Increased Focus on Sustainability

Sustainability is emerging as a critical trend influencing the global cashew nut snacks market. Consumers and companies alike are becoming more aware of the environmental and social impact of food production, prompting the adoption of sustainable practices throughout the supply chain.

Cashews are primarily grown in regions such as Africa, India, and Southeast Asia, where labor practices and environmental concerns often come under scrutiny. Ethical sourcing, fair trade certifications, and support for smallholder farmers are becoming essential for companies to demonstrate their commitment to sustainability.

Moreover, sustainability extends beyond sourcing to include packaging and production methods. Brands are increasingly using renewable energy, reducing water consumption during processing, and adopting eco-friendly packaging to minimize waste. Transparency in these efforts is crucial, as consumers increasingly favor brands that align with their values of environmental stewardship and ethical practices.

## Segmental Insights

### Distribution Channel Insights

The offline segment dominated the global cashew nut snacks market due to the enduring popularity of traditional retail formats such as supermarkets, hypermarkets, convenience stores, and specialty food shops. These outlets allow consumers to physically inspect product quality, compare brands, and benefit from immediate purchase gratification. The strong presence of offline channels in urban and rural areas ensures accessibility for a broad consumer base.

Promotional activities, in-store sampling, and attractive shelf displays enhance customer engagement, driving impulse purchases. Many consumers, particularly in emerging markets, still prefer offline shopping due to limited internet access and a lack of familiarity with online platforms.

Brick-and-mortar stores also play a crucial role in building brand trust and loyalty, especially for premium or niche cashew nut snack products. The offline segment's ability to combine convenience, visibility, and consumer trust has solidified its position as the leading distribution channel in this market.

## Regional Insights

Asia Pacific dominates the global cashew nut snacks market, driven by its strong production capabilities, vast consumer base, and rising health consciousness. The region is home to major cashew-producing countries like India and Vietnam, ensuring a steady supply of raw materials for processing and snack production.

Rapid urbanization and economic growth have increased disposable incomes, particularly in countries like China, India, and Southeast Asia, fueling demand for premium and healthy snack options. Cashew nut snacks are widely consumed in the region due to their nutritional benefits and cultural significance in various cuisines.

The region's growing middle class and evolving dietary preferences have also spurred innovation, with local flavors and formats catering to diverse consumer tastes. Additionally, the expansion of retail infrastructure and e-commerce platforms has improved accessibility, further boosting sales. These factors collectively make Asia Pacific the leading region in the global cashew nut snacks market.

### Key Market Players

Nestl? S.A.

Archer Daniels Midland Company

Bunge Global SA

The Kraft Heinz Company

John B. Sanfilippo & Son, Inc.

Vietnam Cashew Processing Co.

Lienanhco., Ltd

Alphonsa Cashew Industries

Diamond Foods, LLC

Aurora Products Inc.

### Report Scope:

In this report, the Global Cashew Nut Snacks Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Cashew Nut Snacks Market, By Product:

Roasted Cashew Nut Snacks

Salted Cashew Nut Snacks

Unsalted Cashew Nuts

Others

Cashew Nut Snacks Market, By Application:

Household

Food Service

Others

Cashew Nut Snacks Market, By Distribution Channel:

Online

Offline

Cashew Nut Snacks Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

India

Australia

South Korea

Indonesia

Europe

France

United Kingdom

Italy

Germany

Spain

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global

*Cashew Nut Snacks Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product (Roasted...*



Cashew Nut Snacks Market.

Available Customizations:

Global Cashew Nut Snacks Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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